

Message Text

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FM AMEMBASSY SINGAPORE

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UNCLAS SECTION 1 OF 2 SINGAPORE 0923

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SUBJECT: CCP SINGAPORE-COMMERCIAL OBJECTIVE AND COURSES OF
ACTION FY 75

REF: A. STATE 006882; B STATE 032536

SUMMARY. IN FY 74 AND 74 POST REORGANIZED ECONOMIC/COMMERCIAL
SECTION ALONG MARKET PRIORITY LINES, INTEGRATED POST
COMMERCIAL LIBRARY WITH USIS RESOURCE CENTER; AND WITH
USIS COOPERATION AND ASSISTANCE, STUDIED, DEVELOPED, TESTED
AND REJECTED INFORMATION SYSTEMS AND INITIATED NEW CONCEPT
IN COMMERCIAL NEWSLETTERS. WITH BACKGROUND OF OVER YEAR
OF TRIAL AND ERROR IN ITS INTERNAL ORGANIZATION, POST IS
NOW READY TO REORGANIZE ITS PUBLIC ORIENTED SERVICES.
THEREFORE, PRIMARY OBJECTIVES DURING FIRST HALF FY74 WILL
BE PHYSICAL AND FUNCTIONAL REORGANIZATION OF SERVICES.
END SUMMARY.

1. OBJECTIVE A - RELOCATE COMMERCIAL SERVICES UNIT INTO
LARGER, ATTRACTIVELY AND FUNCTIONALLY DESIGNED GROUND
FLOOR SPACE. MOVE COMMERCIAL LIBRARY TO NEW SPACE
AND TOTALLY REORGANIZE AND DESIGN TO ENCOURAGE AND
FACILITATE USE.

2. OBJECTIVE B - REORGANIZE COMMERCIAL SERVICES TO
BUSINESS COMMUNITY.

A. ACTION 1 - DEVELOP IMPROVED SYSTEM AND ALLOCATE RESOURCES TO
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PROVIDE MORE TIMELY, SYSTEMATIC REFERENCE RESEARCH TO

SERVE PUBLIC MORE QUICKLY AND ACCURATELY WHILE CAPTURING MORE COMMERCIAL INTELLIGENCE, INCLUDING TRADE OPPORTUNITIES.

B. ACTION 2 - REVIEW PROFESSIONAL AND TECHNICAL LITERATURE WHICH PERTAIN TO PRIORITY MARKETS AND DISSEMINATE ARTICLES WHICH ARE PARTICULARLY RELEVANT AND APPROPRIATE IN SINGAPORE MARKETS TO KEY INDIVIDUALS. (AN ARTICLE ON SYSTEMS BUILDING MIGHT BE SENT TO THE CHIEF ARCHITECT OF THE HOUSING DEVELOPMENT BOARD, OR AN ARTICLE ON EXPERIENCE WITH OIL SLICK DETERGENTS WOULD BE SENT TO PORT AUTHORITY AND MINISTRY OF THE ENVIRONMENT.)

C. ACTION 3 - HOLD "ROLLING" CATALOG SHOWS. (EMBASSY DIRECTLY AND THROUGH USDOC SOLICITS LITERATURE ON CERTAIN PRODUCT CATEGORIES IN PRIORITY MARKETS. LITERATURE IS INDEXED AND MADE AVAILABLE IN COMMERCIAL LIBRARY. KEY TRADING COMPANIES AND END USERS ARE INFORMED IDRECTLY AND THROUGH NEWSLETTER. AS PRODUCTS FIND AGENTS, LITERATURE IS REMOVED FROM INDEX AND SHELVES.)

D. ACTION 4 - HOLD TRADITIONAL CATALOG SHOWS SO THAT PERSONS WILL LEARN TO USE EMBASSY COMMERCIAL LIBRARY TO SEE WRITTEN MATERIALS AND TO VISIT TRADE CENTER TO SEE HARDWARE; LIBRARY WILL BE USED FOR CATALOG SHOWS INSTEAD OF TRADE CENTER.

E. ACTION 5 - DEVELOP USE OF NEW INFORMATION SYSTEM (OBJECTIVE C) FOR MORE TIMELY DISSEMINATION OF REGIONAL TRADE OPPORTUNITIES TO REGIONAL OFFICES OF AMERICAN FIRMS.

F. ACTION 6 - ACTIVELY PROMOTE USE OF COMMERCIAL SERVICES IN ORDER TO OPTIMIZE RESOURCE USE, INCREASE GENERATION OF COMMERCIAL INTELLIGENCE AND SIGNIFICANTLY ENHANCE IMAGE OF U.S. COMMERCIAL SERVICES. THIS WILL INCLUDE EXPLORING WITH USIS OTHER MEDIA USES, SUCH AS VIDEO TAPES.

3. OBJECTIVE C - COMPUTERIZED INFORMATION SYSTEM WILL BE DEVELOPED TO HANDLE MAJORITY OF POSTS COMMERCIAL FILES AND TO ENABLE MORE DIRECT AND ACCURATE CONTACT WITH PRIORITY MARKETS. POST DEVELOPED AND TESTED ADDRESSOGRAPH UNCLASSIFIED

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SYSTEM BUT HAD TO REJECT IT AS TOO SLOW AND TOO TIME CONSUMING. IT HAS NOW DESIGNED SYSTEM TO BE COMPUTERIZED WHICH SHOULD BE TESTED, FED AND FULLY OPERATIONAL IN EARLY FY'75. SYSTEM HOPEFULLY CAN BE USED FOR TARGETED COMMERCIAL NEWSLETTER, TRADE LISTS, REGIONAL TRADE OPS, AMERICA BUSINESS LIST, TRADE INQUIRIES, INVITATION LISTS, ADS, REP FIND, GENERAL MAILOUTS AND BETWEEN SHOW PROMOTIONS. SYSTEM EVENTUALLY WILL CONTAIN SUFFICIENT DATE BASE TO USE FOR TRADE CENTER PROMOTIONS

TO WIDE UNIVERSE.

4. OBJECTIVE D - SUPPORT TRADE CENTER AND USDOC PROGRAMS

A. ACTION 1 - SUPPORT TRADE CENTER EXHIBITIONS.

I. WELL IN ADVANCE OF ALL SHOWS COMPUTER FILES ON RELEVANT MARKET SECTORS WILL BE PRINTED ON LABELS FOR MAILOUT OF QUESTIONNAIRE FOR FILE UPDATE. THIS MAILOUT WILL BE FIRST ANNOUNCEMENT OF UPCOMING SHOW. DATA GATHERED ON QUESTIONNAIRES AND NAMES ACCUMULATED SINCE LAST MAJOR UPDATE WILL BE PLACED IN COMPUTER. NEW LABELS WILL THEN BE PRINTED FOR TRADE CENTER PROMOTION.

II. ESTABLISH EXHIBITION TASK FORCE WHICH WILL INCLUDE TRADE CENTER DIRECTOR, EMBASSY OFFICER ASSIGNED RELEVANT MARKET SECTOR, FSL BACKUP, USIS INFORMATION OFFICER AND COMMERCIAL OFFICER. TASK FORCE WILL BE RESPONSIBLE FOR COORDINATING EMBASSY AND USIS SUPPORT TO TRADE CENTER UP TO, DURING AND AFTER SHOW. EXHIBITION FOLLOWUP WILL RECEIVE NEW EMPHASIS.

III. DISTRIBUTE ISSUES OF NEWSLETTER WHICH CONCENTRATE ON RELEVANT MARKET SECTOR TO APPROPRIATE AUDIENCE TWO WEEKS TO MONTH IN ADVANCE OF SHOW.

B. ACTION 2 - SUPPORT OTHER USDOC PROGRAMS.

I. HOLD IN-STORE PROMOTION AT METRO, LEADING SINGAPORE DEPARTMENT STORE.

II. IN COOPERATION WITH USIS ENCOURAGE USE OF TRADE CENTER FOR BETWEEN SHOW PROMOTIONS THROUGH NEWSLETTER, CONTACTS

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AND PRESS.

III. WITH ASSISTANCE FROM USIS GIVE BROAD AND INTENSIVE PUBLICITY TO TOPS THROUGH NEWSLETTER AND CHINESE PRESS.

IV. SUPPORT TRADE MISSIONS AS SCHEDULED DURING YEAR

5. OBJECTIVE E - INCREASE U.S. SHARE OF MARKET FOR BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT AND TECHNOLOGY.

A. ACTION 1 - IDENTIFY ONE PRODUCT SUB-GROUP FOR JEEP PROMOTION AND ONE LOCALLY PROCURED MULTI-COMPANY TRADE PROMOTION.

B. ACTION 2 - WORK WITH U.S. FIRMS AND UNIVERSITY TO HAVE

SEMINAR ON SYSTEMS BUILDING HELD IN SINGAPORE IN EARLY 1975.

C. ACTION 3 - HOLD ROLLING CATALOG SHOW.

D. ACTION 4 - WITH USIS ASSISTANCE PUBLISH AT LEAST THREE NEWSLETTERS TARGETED TO BUILDING MARKET.

E. ACTION 5 - IN COOPERATION WITH USIS SINGAPORE SURVEY SPECIALIZED LITERATURE FOR DISSEMINATION TO KEY FIGURES IN MARKET.

6. OBJECTIVE F - HELP INTRODUCE U.S. POLLUTION CONTROL TECHNOLOGY AND EQUIPMENT TO SINGAPORE MARKET.

A. ACTION 1 - SURVEY INDUSTRY AND MAINTAIN LIAISON WITH MINISTRY OF ENVIRONMENT TO DETERMINE MOST ACUTE POLLUTION PROBLEMS.

B. ACTION 2 - IN COOPERATION WITH USIS, SURVEY LITERATURE WHICH BEARS ON MOST ACUTE PROBLEMS AND DISTRIBUTE RELEVANT ARTICLES TO KEY OFFICIALS IN MINISTRY OF ENVIRONMENT.

C. ACTION 3 - HOLD ROLLING CATALOG SHOW OF APPROPRIATE POLLUTION CONTROL EQUIPMENT.

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7. OBJECTIVE G - INCREASE U.S. EXPORTS OF METALWORKING AND SHIPBUILDING AND REPAIR EQUIPMENT.

A. ACTION 1 - EMBASSY HAS RECOMMENDED THAT MAJOR OFFSITE EXHIBITION BE HELD IN SINGAPORE. IN VIEW OF INCREASED

REGIONAL OFFSHORE OIL EXPLORATION, EMBASSY WILL RE-EMPHASIZE THIS RECOMMENDATION AND GIVE FULL SUPPORT IF RECOMMENDATION ACCEPTED.

B. ACTION 2 - RECRUIT LOCALLY PROCURED TRADE CENTER EXHIBITION ON WELDING AND TRY TO OBTAIN LECTURER ON UNDERWATER WELDING.

C. ACTION 3 - MAINTAIN CLOSE LIAISON WITH SHIPBUILDING INDUSTRY FOR MAJOR OPPORTUNITIES ARISING FROM INCREASE IN RIG AND SHIPBUILDING ACTIVITIES.

8. OBJECTIVE H - ASSIST U.S. COMPANIES INCREASE EXPORTS OF COMPUTERS AND RELATED EQUIPMENT.

A. ACTION 1 - SUPPORT TRADE CENTER EXHIBITION IN EDP.

B. ACTION 2 - WORK WITH USIS TO HOLD THEMATIC PROGRAM ON COMPUTER TECHNOLOGY.

C. ACTION 3 - RECRUIT AT LEAST ONE BETWEEN SHOW PROMOTION COMPUTER HARDWARE.

9. OBJECTIVE I - USE TRADE CENTER, EMBASSY COMMERCIAL LIBRARY, NEWSLETTER AND PERSONAL CONTACTS TO PROMOTE 10 PRIORITY MARKET SECTORS AND TWO MARKETS OF OPPORTUNITY.
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10. RESOURCE ALLOCATION - THE POST HAS A TOTALLY INTEGRATED ECONOMIC/COMMERCIAL SECTION WITH ONE COMMERCIAL OFFICER DESIGNATED POSITION AND ONE ECON/COMMERCIAL OFFICER POSITION. IN ADDITION, ONE JUNIOR OFFICER GSO POSITION HAS BEEN SECONDED TO ECON/COMMERCIAL SECTION AND INCUMBENT SPENDS 40 PERCENT OF HIS TIME ON COMMERCIAL ACTIVITIES, AS WELL AS FOLLOWING ECON ACTIVITIES SUCH AS PETROLDXM AND SHIPPING. ONE JUNIOR OFFICER SECONDED FROM THE CONSULAR SECTION, SPENDS ABOUT 50 PERCENT OF HIS TIME ON ECONOMIC/COMMERCIAL ACTIVITIES (10-15 PERCENT COMMERCIAL) THEREBY FREEING THE CHIEF OF SECTION AND COMMERCIAL OFFICER FROM SOME STRICTLY ECONOMIC ACTIVITIES. ALL OFFICERS IN SECTION HAVE BEEN ASSIGNED AT LEAST ONE PRIORITY MARKET SECTOR WHERE OFFICER IS RESPONSIBLE FOR MARKET RESEARCH, CONTACT WORK, TRADE CENTER LIAISON ON RELEVANT EXHIBITIONS, HANDLING CATALOG SHOWS AND TRADE MISSIONS. THE COMMERCIAL OFFICER SPENDS ABOUT 90 PERCENT OF HIS TIME ON COMMERCIAL ACTIVITIES AND ABOUT 35 PERCENT OF THE SECTION CHIEF'S WORK IS COMMERCIAL; THE SIX FSL STAFF IS 90 PERCENT COMMERCIAL. SINCE POST TARGETED PERSONNEL ON PRIORITY MARKETS LAST YEAR, LITTLE FLEXIBILITY REMAINS TO FIND EXTRA MAN-HOURS FOR COMMERCIAL WORK. NON-COMMERCIAL REPORTING IS AT A MINIMUM, AND POST TRIES

TO MAXIMIZE TIME OF ITS PERSONNEL BY PROGRAMMING ITS ECONOMIC AND COMMERCIAL ACTIVITIES, INCLUDING REPORTING UP TO ONE YEAR IN ADVANCE. THIS CAN SUCCEED IF WASHINGTON AGENCIES ASSIST BY GIVING ADEQUATE ADVANCE NOTICE OF REQUIREMENTS FOR REPORTS AND PROMOTION ACTIVITIES.

11. BECAUSE OF THE GROWTH OF THE USG PRESENCE IN SINGAPORE AND THE EXPLOSIVE GROWTH OF THE AMERICAN BUSINESS COMMUNITY, TWO OFFICERS HAVE BEEN REQUESTED FOR SECTION IN ORDER TO RETURN THE SECONDED POSITIONS TO THEIR SLOTTED POSITIONS WHERE INCREASED DEMANDS HAVE EMERGED. IN ADDITION, THREE FSL POITIONS WILL BE REQUESTED THIS YEAR. USIS HAS ASSIGNED A FULL TIME LIBRARIAN TO THE COMMERCIAL LIBRARY AND IS CONSIDERING ASSIGNING A FULL TIME PROFESSIONAL-LEVEL FSL TO HELP COORDINATE COMMERCIAL PROGRAM BETWEEN USIS, THE TRADE CENTER AND THE COMMERCIAL SECTION.

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